

**Le, Khanh H. (AU3622)**

**From:** Le, Khanh H. (AU3622)  
**Sent:** Monday, November 30, 2009 8:47 AM  
**To:** Le, Khanh H. (AU3622)  
**Subject:** FW: Interview (our ref.: P-132/US)  
**Importance:** High  
**Attachments:** P-132-US claim 4 interview.doc; P-132-US-Authorization to Act.pdf

**From:** Blush, Debbie [mailto:DBlush@nds.com]  
**Sent:** Monday, November 16, 2009 10:20 AM  
**To:** Le, Khanh H. (AU3622)  
**Cc:** Atlow, Shabtai; Katz, Sammy; Paralegal  
**Subject:** Interview (our ref.: P-132/US)  
**Importance:** High

Re: US Patent Application No. 10/522,069 for:  
SYSTEM FOR MULTIMEDIA VIEWING BASED ON ENTITLEMENTS

Dear Examiner Le,

I am writing to you on behalf of Patent Attorney Stuart Atlow.

Please find attached the material for your interview with Patent Attorney Stuart Atlow, scheduled for 1 December 2009 at 11:00am.

In addition, please find attached a copy of the Authorization to Act in a Representative Capacity and a copy of the Authorization to Communicate Via Internet E-Mail with regard to the above-mentioned matter.

Kindly confirm receipt of this e-mail and please let me know in which building the interview will take place in on 1 December 2009.

Thank you.

Debbie Blush  
Team Leader - Paralegals

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12/1/09

**NOT TO BE ENTERED**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re: Application of : Stephanie WALD, et al  
Serial No. : 10/522,069  
Filed : 26 May, 2005  
For : SYSTEM FOR MULTIMEDIA VIEWING BASED ON  
ENTITLEMENTS

Group Art Unit: 3688

Examiner: Khanh H. LE

Hon. Commissioner for Patents  
Alexandria, VA 22313

Sir:

**NOT TO BE ENTERED**  
**DRAFT AMENDMENT - FOR DISCUSSION IN INTERVIEW**

The following draft amendment is provided for discussion in a  
proposed interview of the Examiner:

### **AMENDMENTS TO CLAIMS**

Claim 1 (currently amended): An advertising control method comprising:

- receiving, at least in part, as a consequence of being in proximity of an advertisement identification message (AIM) distribution terminal, an advertisement identification message (AIM) at a first mobile device, the AIM being freely distributed to any AIM receiving device in proximity of the AIM distribution terminal;
- sending the AIM from the first mobile device to a content display unit (CDU) and storing the AIM in the CDU;
- selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the CDU; and
- displaying the selected content item on the CDU, independent of a user action or input.

### **REMARKS**

Support: Figs. 1, 2, 4 9, and 14, and associated descriptions thereto.

For Discussion in Interview: Rejection of Claim 1 over Ota in view of Antonucci.

*PATENT*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:                   Stephanie WALD, et al.

Serial No.:   10/522,069

Group No.    3688

Filed:       May 26, 2005

Examiner:    K.H. Le

Confirmation No. 7590

For:       SYSTEM FOR MULTIMEDIA VIEWING BASED ON ENTITLEMENTS

Attorney Docket No.:   U 015600-5

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATION OF FACSIMILE TRANSMISSION**

I hereby certify that the following papers are being facsimile transmitted to the Patent and Trademark Office on the date shown below.

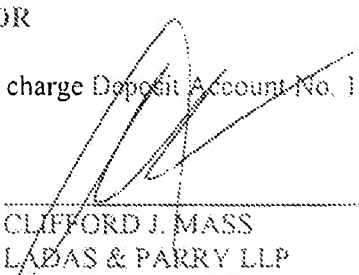
**AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY**

Applicant believes that no extension of term is required. However, this condition petition is being made to provide for the possibility that Applicant has inadvertently overlooked the need for a petition for extension of time.

☒ If any additional extension and/or fee is required charge Deposit Account No. 12-0425.

AND/OR

☒ If any additional fee for claims is required charge Deposit Account No. 12-0425.

  
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Date: November 13, 2009

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